
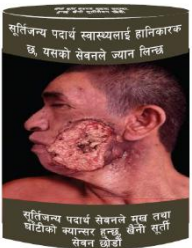



# Nepal Sets Global Benchmark with 100% Pictorial Health Warnings on Tobacco Packaging

## Background:

**February 3, 2025:** The Ministry of Health and Population, Government of Nepal amended the 2014 Directive on Printing Warning Messages and Pictures on Boxes, Packets, Wrappers, Cartons, Parcels, and Packaging Materials of Tobacco Products. The new Directives increase the size of pictorial health warnings from 90% to 100% and mandates clear, visible warning messages with colourful images of the harmful effects of tobacco consumption covering the entire outer (front and back) surface of packaging in the Nepali language, set to take effect on August 17, 2025.


**Table 1 illustrates the design of pictorial and textual health warnings on tobacco packaging**

Type of tobacco products	Required pictorial health warnings display on tobacco pack	Required text warnings display on tobacco packs
 <p><b>Cigarettes pack</b></p>	<ul style="list-style-type: none"> <li>- Eighty percent (80%) of the total principal display area (front and back) of cigarette boxes, packets, and wrappers must be printed pictorial health warnings.</li> </ul>	<ul style="list-style-type: none"> <li>- Twenty percent (20%) of the total principal display area (front and back) on the top part of cigarette box, packet and wrapper must be printed text warnings</li> </ul>
Cigarette Manufacturer should print five graphic colour pictures and warning messages distributing the pictures equally in every batch, 20% of each kind, among total cigarette boxes, packets and wrappers.		
 <p><b>Chewing tobacco</b></p>	<ul style="list-style-type: none"> <li>- The central sixty percent (60%) of the total principal display area (front and back) of chewing tobacco (Khaini) boxes, packets, and wrappers must be printed pictorial health warnings.</li> </ul>	<ul style="list-style-type: none"> <li>- Twenty percent (20%) of the total principal display area (front and back) on the top part of chewing tobacco (Khaini) box, packet and wrapper must be printed text warnings</li> <li>- Twenty percent (20%) of the total principal display area (front and back) on the lower part of chewing tobacco (Khaini) box, packet and wrapper must be printed text warnings</li> </ul>
Chewing tobacco Manufacturer should print two graphic colour pictures and warning messages distributing the pictures equally in every batch, 50% of each kind, among total chewing tobacco, tobacco and gutkha boxes, packets and wrappers.		
 <p><b>Bidi</b></p>	<ul style="list-style-type: none"> <li>- Eighty percent (80%) of the total principal display area (front and back) of bidi boxes, packets, and wrappers must be printed pictorial health warnings.</li> </ul>	<ul style="list-style-type: none"> <li>- Twenty percent (20%) of the total principal display area (front and back) on the top part of bidi box, packet and wrapper must be printed text warnings</li> </ul>
Bidi Manufacturer should print with two graphic colour pictures and warning messages distributing the pictures equally in every batch, 50% of each kind, among total bidi boxes, packets and wrappers.		

**Note:** According to the new provision, the background colour of the pack, warning message and the picture will be Pantone 448C (drab dark brown). Brand names will only appear at the base bottom of the packs and not on front or back.

**Annex 1 design of cigarette packaging**

**बनुसूची १**  
(दफा ५ सँग सम्बन्धित)  
चेतावनीमूलक चित्र र सन्देश सहित चुरोटको षट्टा,  
प्याकेट र न्यापर्सको ढाँचा  
दफा ५ (१) को (क) सँग सम्बन्धित



Principal Area Front

Upper Part

सुर्तिनयन पदार्थ स्वास्थ्यकार्य  
संस्कारक छ, पुष्पानने न्यान विन्ध्य

धुम्रपान तथा सुर्तिसेवनले  
पाँटीको क्यान्सर हुन्छ

धुम्रपान तथा सुर्तिसेवनले  
पाँटीको क्यान्सर हुन्छ

Principal Area Back

Side Pack Left

Side Pack Right

Lower Part

**Color Percentage**

**Text Color**  
C=0%, M=0%, Y=0%, K=0%

**Background Color**  
C=56 M=53 Y=73 K=57


**Font**

Principal area -front & back: Preeti font, Size 20pt  
Side pack-upper part: Preeti font, Size 12pt  
Side pack-left & right: Preeti font, Size 12pt

Picture Color **C M Y CM MY CY CMY K**

**Annex 3 design of chewing tobacco packaging**

**बनुसूची ३**  
(दफा ६ सँग सम्बन्धित)  
चेतावनीमूलक चित्र र सन्देश सहित बैनी, सुर्ति, गुटखा  
जस्ता सुर्तिजन्य पदार्थको षट्टा, प्याकेट र न्यापर्सको  
ढाँचा दफा ६ (१) को (क) र दफा ६ (२) सँग  
सम्बन्धित



Front

Upper Part

Back

सुर्तिनयन पदार्थ स्वास्थ्यकार्य  
संस्कारक छ, बढ्दो वेदनाले न्यान विन्ध्य

सुर्तिनयन पदार्थ स्वास्थ्यकार्य  
संस्कारक छ, बढ्दो वेदनाले न्यान विन्ध्य

Upper Part

Lower Part

सुर्तिनयन पदार्थ वेदनाले बढ्दो वेदना पाँटीको  
क्यान्सर हुन्छ, वैनी सुर्ति सेवन खेती

सुर्तिनयन पदार्थ वेदनाले बढ्दो वेदना पाँटीको  
क्यान्सर हुन्छ, वैनी सुर्ति सेवन खेती

Lower Part

**Color Percentage**

**Text Color**  
C=0%, M=0%, Y=0%, K=0%

**Background Color**  
C=56 M=53 Y=73 K=57

**Font**

Principal Area, Upper Front & Back: Preeti Font Size: 18pt  
Principal Area, Lower Front & Back: Preeti Font Size: 18pt


Circle Design  
Whole side pack, upper part of oap of box: Preeti Font Size: 18pt

Picture Color **C M Y CM MY CY CMY K**

**Annex 2 design of bidi packaging**

**बनुसूची २**  
(दफा ५ सँग सम्बन्धित)  
चेतावनीमूलक चित्र र सन्देश सहित बिडीको षट्टा,  
प्याकेट र न्यापर्सको ढाँचा  
दफा ५ (१) को (क) सँग सम्बन्धित

**Bidi Sol Pack Design**



Front

Back

Principal Area Front

Upper Part

धुम्रपान तथा सुर्तिसेवनले  
पाँटीको क्यान्सर हुन्छ

धुम्रपान तथा सुर्तिसेवनले  
पाँटीको क्यान्सर हुन्छ

Principal Area Back

Lower Part

**Color Percentage**

**Text Color**  
C=0%, M=0%, Y=0%, K=0%

**Background Color**  
C=56 M=53 Y=73 K=57

**Font**

Principal area -front & back: Preeti font, Size 14pt

Picture Color **C M Y CM MY CY CMY K**